

AppEsteem®

CleanApps.org Summit

January 2020

Our service

How we work with AVs/Platforms

Upcoming changes

Trends we're watching

Blur.live

Partnering with us

Hopes for this year

Pride



Remembering where we were

- The software monetization industry was overrun by players who cheated and scared consumers
- That drew the attention of AVs and platforms, who called it malware
- Companies trying to do it right got screwed
 - Couldn't compete against cheaters
 - Couldn't keep up with the changing rules
 - Couldn't get out of app jail



The consequences of app jail

A person's hands are shown gripping vertical metal bars, symbolizing restriction or being 'jailed'. The background is solid black, and the text is overlaid on the right side of the image.

- Your new installs get blocked
- Your existing customers are uninstalled, or they leave
- Detections by other AVs snowball
- Hard to discover detection reason, or what you need to do
- Your reputation suffers

Our unique industry position

Our certification service helps your clean apps and services thrive

- Provide feedback on compliance and industry best practices
- Give perspective on app jail issues
- Rebuild damaged reputations
- Brainstorm with other clean “insiders”

We are a trusted security company

- We collaborate daily with AVs/Platforms as we work to eradicate unwanted software
- Our ACRs and Deceptor feeds create a fair and level playing field



We test and
certify AVs on
their unwanted
software
protection
capability



But how does
this Deceptor
Fighter test
really help you
thrive?





#1: AVs automate our certification feeds, fix heuristic issues causing FPs, and increase their detections of Deceptors

#2: faster and
coordinated
blocking ignites
remediation
urgency in your
unfair competitors



#3: The test's dispute process brings clarity to AV policies



Certified apps know what to do

2019 Deceptor Fighters

(Final)



Most Windows consumers are protected by DeceptorFighter-certified AVs

AV Vendor	Times "Certified"	Times "Contender"
Kaspersky	12	
Avast/AVG	11	
K7	11	
McAfee	9	1
Sophos	9	1
TG Soft	9	1
Avira	10	2
Norton	9	2
Microsoft	5	5
Panda	5	6
Trend	1	7

2019 Still Improving

(Final)

- **Contenders** showing momentum to improve
- **Potentially Unfair blockers** would have much better scores if they bothered to explain why they detected Certified apps... we consider AVs that cannot or will not explain UWS detections as potentially unfair.

AV Vendor	Times "Contender"	Times "Potentially unfair blocking"	Times "Significant effort required"
Webroot	10		
G DATA	7	3	
Quick Heal	7		
COMODO	6	1	
360	5	2	
Bitdefender	3		7
VIPRE	3		4
Tencent	3		4
Malwarebytes		10	
ESET		10	
Dr.Web		7	

Notification of upcoming changes

When	What
Feb 2020	Because AVs have automated our certified feed, we will stop sealing Windows apps
April 2020	Enforce ACR-164: Require immediate \$0.00 charge for negative options
April 2020	Enforce ACR-165: Require easy online cancels for negative options
April 2020	Enforce ACR-004: No more “partial” category free scans



Relevant industry trends that we are tracking

- AVs now paying attention to distribution, affiliates, white labels
- AVs detecting privacy intrusions
- Platforms getting tougher with apps who sell against their brand
- Ad networks banning more business models

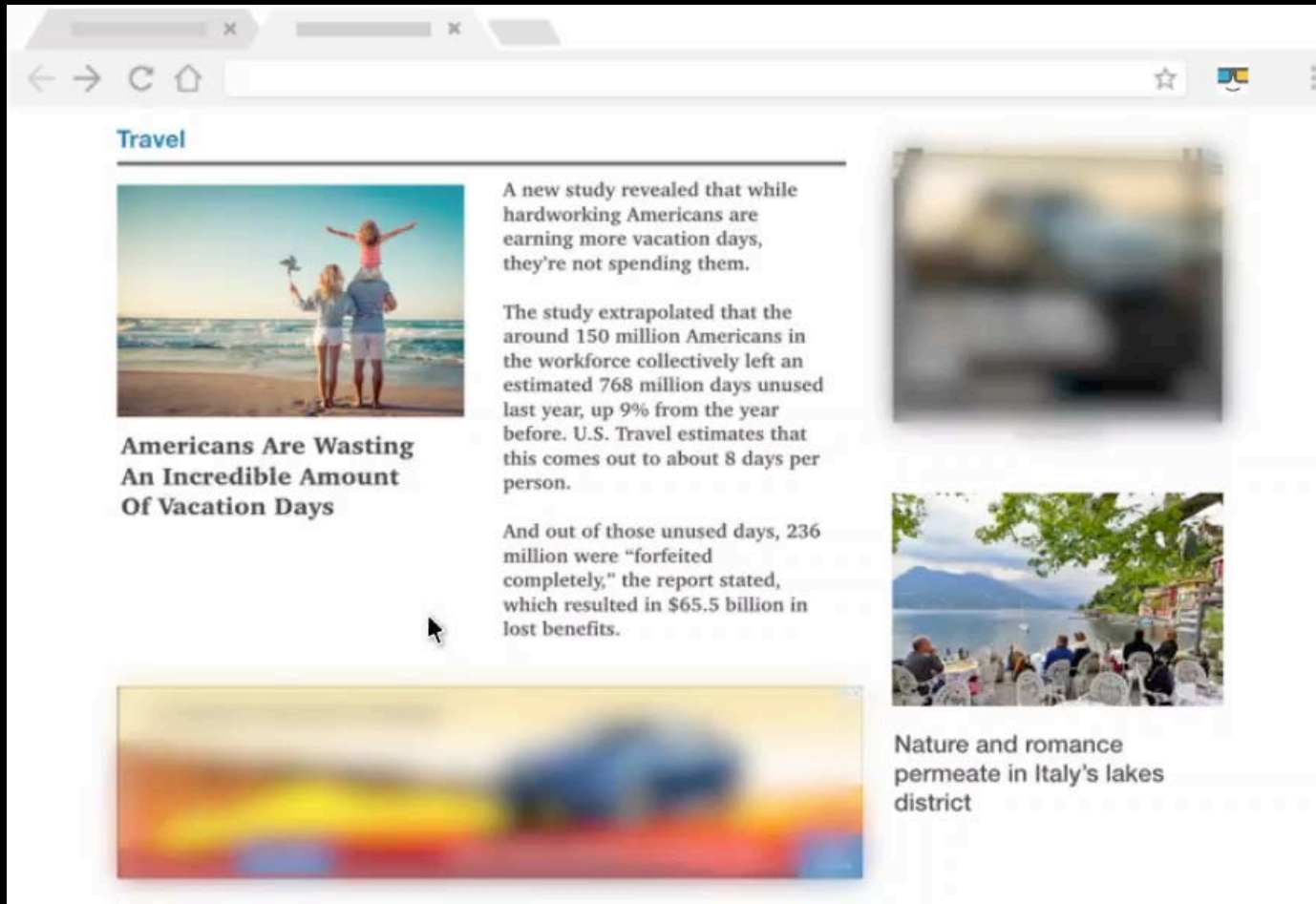




Improved Internet Vision

Our consumer-facing browser safety extension fills an important gap between platforms and AVs:

Protecting consumers as they browse



We blur
ads and
deceptive
search
results

Check it out: <https://blur.live>

- Runs on Chrome, Edge, Firefox; soon Safari
- Consider distributing Blur.live



blur.live 🔔 👤

BLUR INTENSITY 123

SEARCH RESULTS 9
total blurred [clear](#) | [details](#)


ADS 850
total blurred [clear](#)

CURRENT WEBSITE [Pause website blurring](#)
www.google.com

PREMIUM ACCOUNT [Manage](#)

Share Blur.live with others

[f](#) [t](#) [in](#)

INSTALLED BY [Affable Affiliate](#) 

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How you can partner with us to add security value

- Deceptor/Certified feeds
 - Stop unfair competitor invasions
 - Can be used to enhance scanning and browsers
- Better World Network
 - Offer your certified services to clean vendors
- Blur.live
 - Pre-packaged integration that gives you browser real estate/link
 - Get access to our search ad/click telemetry

Deceptor



Better World
Network®





Our hopes for 2020

- Align on a workable sysutil free trial model
- Get the remaining 3 AVs to stop their potentially unfair blocking
- Increase platform cooperation and trust
- Grow Android business
- Blur.live traction

We see you're proud of your apps

- *Most* certified apps and services
 - Have tangible value
 - Respect consumers
 - Aren't detected
 - Stay installed
- We are also proud of what we have accomplished together
- We hope to bring you more value
- If you're not yet our customer, please make 2020 the year 😊

